



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of John B. Ferber, Scott Ferber, Stein E. Kretsinger, Robert Luenberger and David Luenberger

Serial No.: 09/610,197

Group Art Unit:

Filed: 07/01/00

Examiner:

FOR: **OPTIMAL INTERNET AD PLACEMENT**

**DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION**

As below inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, joint and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **OPTIMAL INTERNET AD PLACEMENT**, the specification of which is attached hereto.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I hereby claim the benefit under U.S.C. §119(e) of the United States provisional application no. 60/164,253, filed November 8, 1999.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

I hereby appoint the following attorney(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

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I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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